

ARMY STRATEGIC VISION

NATIONAL MUSEUM OF THE UNITED STATES ARMY

Strategic Vision. The National Museum of the United States Army will be a 21st Century Museum of excellence, recognized as a National and International visitor destination, and will be built at Fort Belvoir, Virginia. The museum will:

- a. Honor the service and sacrifice of the Soldier, Veteran, and the entire Army Family.
- b. Engage, entertain and educate visitors to the historic role of the Army in the development of the Nation, and the current relationship of the Army to the people of this Nation in order to ensure continued growth of the Army into the future.
- c. Promote excellence in scholarship among the Nation's youth.
- d. Inspire visitors and promote esprit des corps among Soldiers.
- e. Preserve the legacy of the U.S. Army.
- f. Ensure accurate and comprehensive portrayal of the Army's story.
- g. Serve as the capstone of the U.S. Army Museum System.

Strategic Goals for the U.S. Army.

- a. Provide a venue for a coherent experience fully representative of the U.S. Army.
- b. Provide a forum for recognizing the contributions of the Army Family.
- c. Enhance recruiting by stimulating an interest in the role of the Army in society throughout our nation's history.
- d. Be an accessible centerpiece for Army ceremonies and public events.
- e. Stimulate the youth of America to pursue scholastic excellence in the fields of science, technology, math, social sciences, and any other field of study which is in direct support of the U.S. Army's core missions.

Strategic Goals for the Soldiers

- a. Honor the Soldier's commitment to the U.S. Army and the nation, as demonstrated by his or her selfless service.

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- b. Showcase the American Soldier to the world.
- c. Instill a sense of pride in today's Soldiers. Bolster a sense of pride with the knowledge of those Soldiers who have gone before.
- d. Help prepare the Soldier for facing the challenges posed by the 21st Century.
- e. Provide life-long learning opportunities for the veterans.

Strategic Goals for the Visitors and General Public

- a. Educate Americans and Foreign Nationals to the role and traditions of the U.S. Army in the development of the Nation.
- b. Promote a sense of awareness and understanding of the Soldier's life.
- c. Instill an understanding and appreciation of the service and sacrifice of the Soldier.
- d. Enhance the Army's Public image in the eyes of the general public.
- e. Provide a forum for learning and connecting the public to the U.S. Army.
- f. Provide a museum that can be used by the visitor over and over again.